Working in partnership with students:
Increasing student engagement and using feedback to drive change
Increasing engagement

– The ‘Get in Touch’ campaign led to a 50% increase in feedback the following term.

– Using infographics and communicating ‘you said we did’ via posters, screens and our website has lead to a decrease in complaints and increase in suggestions.
Increasing engagement

– Our student panel members have doubled in the last 4 years.
– The panel is now more diverse and representative of our student body.
The student point of view

This is Vicky’s third year on our Student Panel. She will tell you more about:

- Why she joined the panel and what being on the panel means to her

- The projects that she’s been involved with and the difference that the panel has made to the student experience at City Lit
Increasing engagement

– We will install digital feedback touch points in our student spaces.
– We are trialling new methods to encourage engagement with surveys.
– We’ll keep closing the feedback loop.
– We’re encouraging our students to rate information we give them.
Driving change

– Checkout process is faster with a 9% increase in enrolments
– Pre-course reminders introduced and emails to students personalised
– 800 course outlines reviewed making them more engaging, all outlines shortened
– Venue guides created to help students navigate our services and buildings
Driving change

– We re-designed our Student Centre & Library creating a ‘one stop shop’ for financial, support and careers advice

– We’ve simplified course paperwork and plan to reduce and digitalise this in future

– We made transfers more flexible and plan to make them self-service

– Digital signage inspires us with students’ stories and helps students navigate our building

Increasing student engagement and using feedback to drive change
The student point of view

Don’t take my word for it, here is some feedback from our students.

“There’s been a lot of improvement at City Lit. Before I would have said the Library, but I love the Library now! And the theatre but I love the theatre now. I feel like there’s a lot that has improved.” - Belinda

“I can’t really think of anything. I can see that it’s moving in the right direction. The Sunday opening has been great, that’s a recent development. I can see that City Lit has really progressed over the last few years.” - Peter
The student point of view

I'm Daz and I come to City Lit after being in active addiction for a long time and being homeless and living

https://youtu.be/Vg4DOhf9idc